

MULTIMEDIA



UNIVERSITY

STUDENT ID NO

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MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 1, 2018/2019

TKM3151 – KNOWLEDGE MANAGEMENT

(All sections / Groups)

26 October 2018
9.00 a.m. – 11.00 a.m.
(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This Question paper consists of 3 printed pages with 5 Questions only.
2. Attempt **ALL** questions. All questions carry equal marks and the distribution of the marks for each question is given.
3. Please print all your answers in the Answer Booklet provided.

KM-Knowledge Management**Question 1**

- (a) Briefly give **ONE (1)** example of *data*, *information* and *knowledge* respectively from your experience. Justify your answer.

(3 marks)

- (b) The Zack & Mayer KM Life Cycle was derived from the design and development of information products. According to this framework, information is 'sold' to customers. They proposed that research and knowledge about the design of physical products can be extended into the intellectual realm. Describe the **FIVE (5)** stages of Zack & Mayer KM Life Cycle.

(5 marks)

- (c) Differentiate between the **TWO (2)** types of complexity situations according to systems thinking explanation.

(2 marks)

Question 2

- (a) Explain the **FOUR (4)** quadrants in the Nonaka and Takeuchi's Knowledge Spiral Model.

(4 marks)

- (b) List **TWO (2)** examples of procedural and declarative knowledge respectively.

(2 marks)

- (c) Why are social capital different from other types of capital? Suggest **TWO (2)** benefits that an organisation beginning to implement a large number of communities of practice will get by emphasising on the social capital management.

(4 marks)

Continued ...

Question 3

- (a) How are personalization or profiling and understanding the complexity of learning affect the individual reuse of knowledge?
(4 marks)
- (b) List **TWO (2)** categories of tools for sharing knowledge and give an example for each of the categories.
(2 marks)
- (c) As a Knowledge Officer in a company you just joined, you are required to brief the organisation about the necessary skills required for a typical KM team. Prepare a short outline for your presentation by listing the necessary skills of a typical KM team with justification for why each skill is necessary.
(4 marks)

Question 4

- (a) Differentiate the **FOUR (4)** types of organisational culture. Highlight how knowledge sharing culture can be encouraged in each of the types of culture listed.
(4 marks)
- (b) Why are evaluating KM processes an important business practice? What should be evaluated? How can KM processes be evaluated?
(6 marks)

Question 5

- (a) Explain the **FOUR (4)** factors affecting organisational learning.
(4 marks)
- (b) What are **TWO (2)** distinct characteristics of a learning organisation that differentiate it from conventional organisations?
(2 marks)
- (c) Illustrate the Tragedy of the Commons archetype in systems thinking. After that, use arrows of different thickness to provide a logical solution for this problem in your illustration. Provide a short description to explain the solution.
(4 marks)

End of Paper.